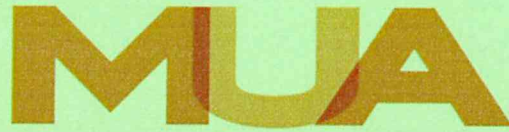


The
Management
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POST GRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

EMBA 505: RESEARCH METHOD

DATE: 4TH APRIL 2016

DURATION: 3 HOURS

MAXIMUM MARKS: 60

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE** is **compulsory**.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided

QUESTION ONE**Case Study: Research Problem**

A problem statement such as "Students can't read," is not clear because many aspects of reading, including discrete reading skills and strategies, may contribute to reading difficulties. Alternatively, "Students cannot find the main ideas in reading passages," is much clearer and potentially much easier to measure and address, since one can define main idea and determine student performance related to this behavior in a number of ways. So whether in the classroom, the physician's office, or the mechanic's shop, defining or diagnosing a problem is key to designing and implementing effective interventions to address it. Without adequately defining the problem, researchers may find themselves going off on a "goose chase" to tackle a vague phenomenon, trying to deal with symptoms rather than root causes, and wasting time, becoming frustrated, or even making the actual problem worse.

Required:

- a) Do you agree with the thought that you may worsen an actual problem? Support your argument (5 Marks)
- b) Discuss the logic that "defining or diagnosing a problem is key to designing and implementing effective interventions to address it" (10 Marks)
- c) In your own view, what does a clear problem statement entail? (10 Marks)
- d) Enumerate factor that could make a phenomenon appear vague (5 Marks)

QUESTION TWO

- a) A researcher must keep reviewing literature right from the conception of the existence of a problem, to the conclusion of research. Critically discuss this thought (5 Marks)
- b) Outline the purpose of carrying out a review of literature (7 marks)
- c) What are the factors affecting sampling methods? (3 marks)

QUESTION THREE

- a) It has been argued that researchers waste time and resources pursuing a wrong sequence of activities. Discuss the logical sequence of research process with the aid of flow charts where necessary (8 Marks)
- b) Discuss ethical issues you will need to consider during data collection. (7 marks)

QUESTION FOUR

Part A

Mubale is a student developing a proposal for his graduate research. He intends to collect data from a supermarket chain to establish buyer behavior among purchasers of cosmetic products. Hundreds of customers walk in and out of the cosmetics section each day. The supermarket's management has lately been uncomfortable with the many students and practitioners seeking to collect data from its branches. Mubale is set to overcome all the challenges to collect this vital data.

- a) Briefly outline the research design you recommend in the light of this scenario (3 Marks)
- b) Recommend the best sampling design for Mubale. Give reasons (3 Marks)
- c) Which instrument for data collection do you endorse for Mubale's study. Give reasons (2 Marks)

Part B

Data analysis is the process of evaluating data using both logical and analytical reasoning in order to support decision making. The main aim of data analysis is to enable the researcher arrive at meaningful information and conclusions thereof. Give an account of challenges researchers may face during data analysis and how you may overcome such challenges (7 Marks)

